

7. (Amended) A method for selectively providing information from a web page to an information user, the method comprising;

selection by said information user of a plurality of attributes to define an information user profile;

transmitting said information user profile;

receiving said information profile; and

tailoring said web page to said received information user profile.

REMARKS

Claims 1-7 have been rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 5,813,006 (Polnerow et al.).

The Applicant would like to thank Examiner Lewis for her courtesies extended during the telephonic interview between the undersigned and Examiner Lewis on April 9, 2001. During that telephonic interview, the undersigned explained the significant differences between the present invention and Polnerow; specifically the differences between amended claims 1, 2 and 7 Polnerow. Although extensive discussions were conducted regarding these differences, no specific agreement regarding the claims was reached.

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With respect to the rejection of the claims as being anticipated in view of Polnerow, the Applicant respectfully disagrees. As discussed during the Examiner interview, Polnerow is a system that is typical of current on-line directories and web search engines which permit users to tailor their searching criteria to their searching needs. The Examiner has generally cited three (3) basic portions of the Polnerow specification. The first portion that the Examiner cites is column 2, lines 42-51 and column 4, lines 35-51 which are directed to an information source, such as an on-line "white pages" service. The second portion of the specification is column 3, lines 12-31 which describes a log-in procedure using a person's e-mail address and other authentication information. The third portion of the specification is column 5, line 12 through column 6, line 13 which is directed to a search engine or "profiling" aspect of the Polnerow system. This aspect of the system permits a user to establish a profile of interest to obtain promotional information regarding a product from a database. As disclosed in column 5, lines 36-47, the system discloses:

When "Profile" is selected, processing system 32 invokes a profile application that causes the processing system to provide an input screen 64 that has fields for requesting type, brand, and location, the same categories discussed above for the "Promotions" feature. A user may provide a profile that includes a specific purchasing interest, such as an interest in purchasing a particular brand of automobile in a particular region, such as Eastern Massachusetts; the user may also express more general interests, such as interests in photography or skiing. This profile can either be stored in subscriber

database 51, or stored in databases 30a-30d as an attribute of the record.

The processing system can search promotions database 49 with the profile. In a preferred embodiment, whenever the registered user logs in, processing system 32 searches promotions database 49 using the entered interests, retrieves available promotions, and provides them to the user automatically.

(Emphasis Added.)

In contrast, the present invention is not an on-line directory, a security access procedure or a generic search engine. As discussed with Examiner Lewis during the telephonic interview, the present invention is a system which permits the user to input personal characteristics with which the user would like to be associated and automatically transfers these characteristics to a webpage when the webpage is accessed. The webpage then uses these characteristics to tailor the form and content of the webpage to those personal characteristics.

One primary difference between the present invention and Polnerow, (and all of the other prior art), is that the characteristics input by the user pertain to the user; they do not pertain to a desired product. This key difference enables the present invention to tailor all types of services to the characteristics of user, not to search criteria for a specific product. Polnerow clearly shows a system that is typical of the prior art search engines whereby the user inputs search criteria for certain promotions related to a product or general interest.

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These criteria have nothing to do with characteristics pertaining to the user. These differences have been highlighted in the amended claims.

As a result of the differences between the present invention and the Polnerow reference, the user-characteristics that are established in the present invention may be utilized for all of the user search, not just a single search. This is completely different from Polnerow which inputs a profile for one or more desired items. The profile is directly related to the search results. This is a clear difference between the present invention and Polnerow and is not taught or suggested by any of the prior art references.

These differences are now clearly claimed. Specifically, amended claim 1 states, "each field for describing a personal characteristic of said user"; claim 2 includes, "user-selectable data field for identifying characteristics particular to said user"; and claim 7 includes, "an information user profile". These claim limitations are clearly directed to the user, and not to a product for which the user is searching. This difference is not disclosed or suggested by Polnerow or any of the other prior art references.

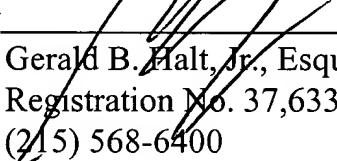
It is respectfully asserted that all of the pending claims highlight clear differences between the present invention and Polnerow. Prompt reconsideration and allowance of the claims is respectfully requested.

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If the Examiner believes an interview, either personal or telephonic, would facilitate allowance of the claims, he is respectfully requested to contact the undersigned at (215) 568-6400.

Respectfully submitted,

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**37 CFR §1.121(b)(1)(iii) and (c)(1)(ii) SPECIFICATION
AND CLAIM AMENDMENTS- MARKED UP VERSION**

1. (Amended) An advanced Internet interface for selectively tailoring the form and content of a Web page to an individual user, the interface comprising:
a data file having [at least one] a plurality of user-selectable fields, each field for describing a personal characteristic of said user;
means for transmitting said data file;
means for receiving said data file; and
means for analyzing said plurality of user-selectable fields of said data file and for changing the form and content of said [a] Web page in response to said analysis [data file].

2. (Amended) An advanced Internet interface for interfacing an information user with an information provider comprising:

means for automatically generating an information user profile having at least one user-selectable data field, said at least one user-selectable data field for identifying characteristics particular to said user, said characteristics selected from the group of age, race, sex, income and native language, [for defining a user attribute];

means for automatically transmitting said information user profile over the Internet [the information user] to the information provider;

means for receiving said information user profile by said information provider;

means for analyzing said information user profile;

means for selecting and outputting at least one data stream by said information provider, said data stream being selected in response to said analysis of the received information user profile.

7. (Amended) A method for selectively providing information from a web page to an information user, the method comprising;

selection by said information user of a plurality of attributes to define an information user profile [provider];

transmitting said information user profile;

receiving said information profile; and

tailoring said web page to said received information user profile.